

## Event Sponsorship

### Business logos and print ad formats

If you have chosen to increase your business's or organization's involvement with Senior Expo, thank you! To assure your business logo (Contributors and Supporters) and ad (Contributors only) is of the highest quality, please refer to the artwork requirements below:

- ¼-page ad size is 2.5" x 3.9". Submit your company's ad in an eps, jpg, or pdf format with a resolution of 300 dpi or higher.
- Submit your company's logo in color for Web and print use. We will convert your logo to black and white for use in the promotional brochure and on-site program. Preferably, your logo should be an Adobe Illustrator eps file; however, a high-resolution 300-dpi jpg format will be accepted. *Sorry, but we cannot copy logos or other images from your company Web site.*

E-mail ads and logos to Ellen Campbell, graphic designer, at [campbele@bloomington.in.gov](mailto:campbele@bloomington.in.gov) by March 23. If you have questions about ad specifications or file formats, contact Ellen at 349-3799 or [campbele@bloomington.in.gov](mailto:campbele@bloomington.in.gov).



2011 Senior Expo exhibitors

## Exhibitor Guidelines



We invite you to actively participate in Senior Expo by decorating your booth for our theme: *Mardi Gras!*

- Deadline to reserve booth space at Senior Expo is Friday, March 23, 2012.
- Electrical service to booths in the Expo Hall is not available.
- All publicity and promotional activities conducted by the Exhibitor must be confined to the assigned exhibit space.
- Exhibits, including signs, must not exceed a height of 8' from the floor, unless the exhibit is located against the building wall. Side partitions must not block the view of neighboring exhibitors, and should not extend higher than 3½' from the floor.
- The use of popup tents is not permitted in the Expo Hall.
- Exhibit setup time is Wednesday, May 2 from 6–9 a.m.
- No exhibit, or portion of exhibit, may be removed during the Senior Expo. Exhibits must remain complete until the Expo closes at 2 p.m.
- Exhibits must be removed by 3 p.m. Wednesday, May 2.

Questions about the Expo Hall or your booth space? Contact Bev Johnson at 349-3773 or [johnsobe@bloomington.in.gov](mailto:johnsobe@bloomington.in.gov).

### Send registration form and payment by March 23 to:

Bev Johnson, Senior Expo Chair  
Bloomington Parks and Recreation Department  
PO Box 848  
Bloomington, IN 47404

Make checks payable to "Bloomington Park Foundation."

# SENIOR EXPO MARDI GRAS!



Wednesday, May 2, 2012  
10 a.m.–2 p.m.

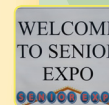
Twin Lakes Recreation Center,  
1700 W. Bloomfield Rd.



Door-to-door transportation service for exhibitors and attendees via our efficient parking shuttles.



Focus on products and services for age-defying Baby Boomers as well as seniors 65 yrs. and better!



Improved signage and new event layout for optimum traffic flow TO and AROUND your booth!

Presented by partners  
Bloomington Parks and Recreation  
and Indiana University Health.



Indiana University Health



2012 marks the 38th annual Senior Expo, Bloomington's premier showcase of products, organizations, and services targeted toward adults ages 50 yrs. and up. Admission to Senior Expo is free!

Free health screenings are an integral part of the Senior Expo. Health screenings for adults may include stroke and diabetes risk assessments, heel screenings, blood pressure, and balance screenings. The screenings are offered by local, qualified, health care professionals.

Event partners Bloomington Parks and Recreation and Indiana University Health invite your business to be a part of this year's Senior Expo. We are expecting more than 1,000 attendees at this year's event.

- \* Expo Hall
- \* Free health screenings
- \* SilverSneakers® demonstrations
- \* Creative Aging Festival/Symposium
- \* Bloomington Lifelong Learning Coalition display and demonstrations

### Event Sponsorship

Get the very most out of your marketing and advertising budgets by becoming a Senior Expo event sponsor. There are several ways you can support area Boomers and seniors and get additional exposure before and during Senior Expo.

**All sponsorship levels include booth space** AND your business logo or name on our Senior Expo Web page, and in the seasonal program guide (distributed to 28,000 Bloomington-area households).

#### Contributor—\$800

- CHOICE exhibit booth space
- Your business logo on Senior Expo promotional poster and in 600 on-site programs
- A ¼-page ad in 6,000 Senior Expo promotional brochures
- Your business logo on event signage and closed-circuit TV
- Your business logo with link on e-newsletter to active subscribers ages 45 yrs. and up

#### Supporter—\$500

- Exhibit booth space
- Your business logo in 6,000 Senior Expo promotional brochures
- Your business name on promotional poster and in 600 on-site programs
- Your business name on event signage and closed-circuit TV
- Your business name with link on e-newsletter to active subscribers ages 45 yrs. and up

#### Donor—\$250

- Exhibit booth space
- Your business name in 600 Senior Expo on-site programs
- Your business name on event closed-circuit TV



## Exhibitor/ Sponsor Registration

**Send registration form and payment by March 23 to:**

Bev Johnson, Senior Expo Chair  
Bloomington Parks and Recreation Department  
PO Box 848  
Bloomington, IN 47404

*Make checks payable to "Bloomington Park Foundation."*

Business Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

*Exhibit booth spaces are limited in number and are sold on a first-come, first-served basis.*

### Exhibit Space

Standard exhibit space \$150      Number of spaces: \_\_\_\_

*Includes one 6' table, two chairs, tablecloth, and skirting.*

Additional tables \$10 each      Number of add'l tables: \_\_\_\_

Additional chairs \$3 each      Number of add'l chairs: \_\_\_\_

Each exhibit space includes \$15 in lunch tickets redeemable at the concession stand.

### Event Sponsorship

Contributor Level \$800 \_\_\_\_\_  
*Includes CHOICE exhibit booth space.*

Supporter Level \$500 \_\_\_\_\_  
*Includes exhibit booth space.*

Donor Level \$250 \_\_\_\_\_  
*Includes exhibit booth space.*

Total amount due \$ \_\_\_\_\_